ABSTRACT

Product design apparatus and methods
including a product database server operable to display
a plurality of product styles, a plurality of
customizable attributes, and a plurality of composite
images. The database server is accessible by at least
one client computer operable to select a product style
having customizable attributes based upon choices
presented by the product database server and elections
made via the client computer. The product design
server is operable to display a custom product design
by combining a selected product style with one or more
of the available attributes. Graphic displays
including a composite image having the selected product
style and the selected customizable attributes are
transmitted via the database server to the client
computer.